CANADIAN MOVING PICTURE DIGEST

Vol.. 21, No. 33 TORONTO 2, CANADA December 14th, 1929

FILL 'EM UP WITH GOLD!
RAMON NOVARRO in the musical romance DEVIL MAY CARE opens Astor, N.Y. Dec. 23rd
DUNCAN SISTERS in their musical drama of laughs & tears IT'S A GREAT LIFE
Bessie LOVE Charles KING in another "Broadway Melody" Smash Hit Soon to be Announced
NORMA SHEARER The Most Distinguished Voice in Talking Pictures THEIR OWN DESIRE
VAN and SCHENCK in a grand love story of the baseball world THEY LEARNED ABOUT WOMEN
WILLIAM HAINES funnier than ever NAVY BLUES
THE BISHOP MURDER CASE S.S. Van Dine's most ingenious thriller with Basil Rathbone, Leila Hyams, Roland Young.
SHIP FROM SHANGHAI The first sea-going talkie, with Conrad Nagel, Louis Wolheim, Kay Johnson, Carmel Myers.
METRO-GOLDWYN-MAYER
Always There With The Sock!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

MADE TO ORDER FOR YOUR CHRISTMAS PROGRAM!

Date "The Doll Shop" Now!

Christmas Week Gala Program

Introducing

THE DOLL SHOP

Metro-Goldwyn-Mayer's

COLORTONE REVUE

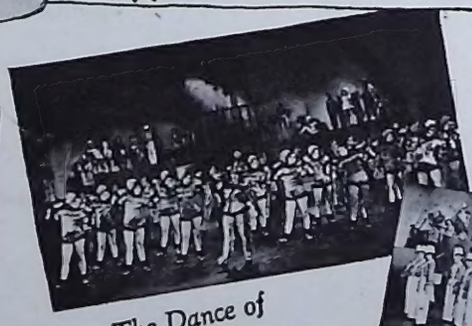
A Song and Dance Entertainment

Directed by SAMMY LEE

NOTE: "The Doll Shop" is now playing on Broadway at the $2.0 Selwyn Theatre.

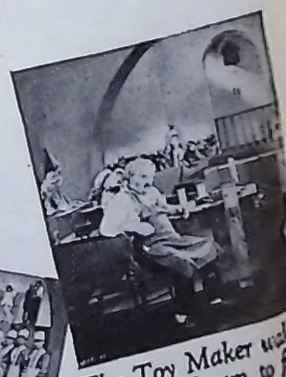
The Toy Maker says "Good Night" to his Dolls.

The Dolls come to life and stage a Christmas party.



The Dance of the Dolls.

The Parade of Soldiers.



The Toy Maker w... from his dream to ... his dolls back on ... shelves.

"THE Doll Shop" is just one of the twelve **M-G-M** Colortone Revues—Big Time talent in **TWO REELS** of De Luxe Entertainment! **THEY** bring Class to your theatre **AND** Cash to your box-office!

METRO-GOLDW... MAYER

Where the Dollars Grow!

The Big News in Shorts!

PHOTOPLAY MAGAZINE for the first time in history picks short subject as one of Ten Best Pictures of Month. PARAMOUNT CHRISTIE-TALKING PLAY, "Faro Nell" wins honor.

$241.48 SPENT IN ONE DAY ADVERTISING PARAMOUNT SOUND NEWS and PARAMOUNT TALKARTOON in New York newspapers as part of regular show at first run theatres.

PHOTOPLAY MAGAZINE FOR DECEMBER, 1929

FARO NELL
—Paramount-Christie

★

All Talkie

IT takes something hot in the way of a two-reel talking comedy to break into this fast company of best pictures, and this Louise Fazenda howl is the bright baby. "Faro Nell" is a scream—an airtight, perfectly acted burlesque of the old-time Western thriller. Louise, in long yellow curls, is a panic. This is just what we've long wanted—a two-reel talkie we could bellow at.

THE BIG NEWS everywhere is the superior quality and box office drawing power of PARAMOUNT TALKING SHORT FEATURES

EXHIBITORS REPORT that PARAMOUNT SCREEN SONGS turn audiences into singin' fools. They love it!

EDDIE CANTOR joins army of Broadway headline stars making PARAMOUNT TALKING AND SINGING ACTS.

A TIFFANY PRODUCTION

"WOMAN TO WOMAN"

WITH BETTY

COMPSON

GEORGE BARRAUD - JULIETTE COMPTON

PLAYED TO CAPACITY AT $2.00 TOP

AT THE GLOBE THEATRE ON BROADWAY

SCORING A SENSATIONAL SUCCESS AT

LOS ANGELES
BOSTON
BALTIMORE
NEWARK
HAMRICK'S HOUSES
SEATTLE-PORTLAND

A Tiffany-Gainsborough Production

"WOMAN TO WOMAN" AT THE PARK THEATRE

Betty Compson in Stellar Role in Talkie

Betty Compson, one of the most talented of the talkie stars, takes the stellar role in "Woman to Woman," the leading attraction at the Park Theatre. Miss Compson sings and dances in the course of the story, thus [illegible]

'Woman to Woman' On Keith's Screen

"Woman to Woman," starring Betty Compson, is the featured photoplay at Keith's this week. The film has been made from the stage show of the same name by Michael Morton. Miss Compson, fresh from her successes in talkies, is cast as a French dancer of Montmarte, who falls in love with an English officer [illegible]

"Woman to Woman" Is Shown at the Newark

A romantic drama, in which the domestic triangle figures, is the Tiffany-Stahl production, "Woman to Woman," the major film offering of the Thesprogram presented in this house ter yesterday and [illegible]

Written by Michael Morton, long and well known playwright, the story deals with the experiences of an English [illegible]

WOMAN TO WOMAN (ALL DIALOG with Songs)

Tiffany production and release. Directed by Victor Schertzinger. Story by Adelaide Matthews and Anne Nichols. Adapted by same. Betty Compson featured. Michael Morton stage play. Two-a-day RCA Photophone Talkie. Writers Row, New York. Filmed in two weeks. Running time, about 80 minutes. Betty Compson [illegible]

Betty Compson sang tears may carry this Tiffany talker, "Woman to Woman" into the first runs of the keys. There's little besides the talking story. But the trouble is that they are of the sobs kind and character that [illegible] in the Gloria Swanson talker, "The Trespasser." Probably talkie fans, since both were in a [illegible] simultaneously and this [illegible]

BETTY COMPSON SCORES IN FILM DRAMA AT TOWER

THIS week the Tower Theater is offering a first-run attraction [illegible] production [illegible]

WOMAN TO WOMAN APPEARS AT TOWER

Betty Compson Has Leading Role in British-Produced Picture

Combining with the [illegible] sentimentalism, "Woman to Woman" makes its [illegible] Tower a spectacle [illegible] and futility. Casting over an [illegible] ence the [illegible] of repetition [illegible] mille," [illegible] ecstasy [illegible] "Camille" [illegible] harmonic [illegible] a sympathetic [illegible] Those [illegible] selves from [illegible] will [illegible] fatty Stahl [illegible] In its [illegible] new, yet [illegible] weakness [illegible] the artificial [illegible] shows [illegible] sligh[illegible] battle [illegible] Pestrel[illegible]

Sob Film Gri[illegible] Tower Patron[illegible]

FOLKS, if you are [illegible] the Tower this week [illegible] your handkerchiefs. [illegible] Compson's newest talking [illegible] "Woman to Woman," is a [illegible] the heart strings. [illegible] This Tiffany-Stahl picture, [illegible] rected by Victor Savile, gives [illegible] role that rivals any of her [illegible] ones. [illegible] In "Woman to Woman" Miss [illegible] Lois, a whimsical [illegible] cabaret dancer, [illegible] with a young British [illegible]

PLAYS SWEET [illegible]

George Barraud [illegible] officer, sweetheart [illegible] their proposed [illegible] called to the [illegible] the promise [illegible] the other's [illegible] lovers, bliss [illegible] bells. [illegible]

However, fate casts a [illegible] over the lovers, and it is [illegible] until the couple are [illegible] the meantime David [illegible] battle and a lapse [illegible] He has completely [illegible] on returning [illegible] and Vista as [illegible] marries Vista as [illegible] Compton. [illegible]

Lois, during the [illegible] writing, has attained [illegible] Paris' stage as a [illegible] ne of her performances [illegible] er David out in the audience [illegible] gs to him their love song. [illegible] t is awakened in David's [illegible]

MARRIAGE UNHAPPY [illegible]

Tiffany Offers You—

FOR IMMEDIATE BOOKING—AND BIG RESULTS

"THE LOST ZEPPELIN," with CONWAY TEARLE, VIRGINIA VALLI, RICARDO CORTEZ. A tremendous picture of overpowering romance and cyclonic adventure. From Washington to the South Pole in a Zeppelin. Directed by Edward Sloman.

MAE MURRAY IN A NEW "PEACOCK ALLEY." The graceful, irresistible star who made "The Merry Widow" a box office sensation now appears in her first all-talking production. She sings, dances, in a color sequence. It's a sensation. Directed by Marcel de Sano.

"PAINTED FACES," with the inimitable JOE E. BROWN. Laughter and tears. From circus ring to jury-room. It plays on all the emotions. Booked on the Loew Metropolitan Circuit. It's ready for YOU.

LEO CARRILLO AND VIRGINIA VALLI IN "MISTER ANTONIO," from Booth Tarkington's play in which Otis Skinner was the star. Booked on Loew Major Circuit. A Wow everywhere.

"DANGEROUS BUSINESS," from Edwin Balmer's Best-Seller. A sensational story of how "party girls" are used to get orders for big business firms. And in it a smashing romance. With Douglas Fairbanks Jr., Marie Prevost and a great cast.

"THE MEDICINE MAN," from Elliott Lester's stage play. It's a whirlwind of fun and love.

"MAMBA," an all-talking feature, with Jean Hersholt, Eleanor Boardman, Ralph Forbes.
A Colorart Production

"THE ENCHANTING MELODIE," another all-color feature, with a powerfully dramatic love story.

"TROOPERS THREE," a story of the U. S. Cavalry, written and supervised by Arthur Guy Empey. Daring horsemanship, cavalry romance.

"KATHLEEN MAVOURNEEN," with SALLY O'NEILL and star cast.

COLOR SYMPHONIES—Single-reel subjects in sound—beauty, charm, distinction:

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IT'S A LIFE [illegible] FOR YOU

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RAY LEWIS
Editor and Managing Director

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"Open House"

IT WAS LADIES' DAY in Motion Pictures in Toronto, on Wednesday, December 11th, when a conference was held at the King Edward Hotel by Col. John Cooper, representing the Motion Picture Producers and Exhibitors of Canada.

Representatives from the leading social and welfare organizations, including educational and church factors were present, the ladies predominant.

Mr. Arthur DeBra, Assistant Secretary of the Hays' Organization, was the Guest Speaker at the luncheon, and his topic, "Social Relations Between the Public and the Motion Picture Industry," revealed the purpose of the conference; and the reason for the presence of so many of the gentler, albeit progressive, and pioneering sex.

The assembly in Toronto followed a national conference on Motion Pictures in New York in September; and the inspiration for this conference can be judged best by quoting from the address by General Will H. Hays, who said, "Ladies and gentlemen, you are opening to-day a meeting which is wholly unprecedented in business. You, a group of intelligent men and women, representing the leading social, religious, civic, educational and cultural forces in this country, have come together to tell us what we can do to give you always good Motion Pictures.

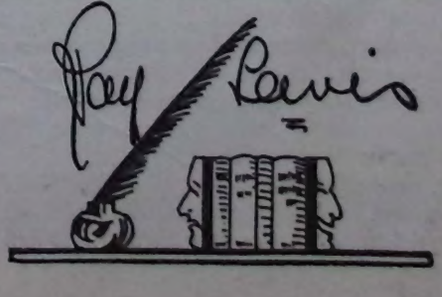
You have planned the program yourselves, you have selected the subjects you want to discuss, and the subjects you want the leaders of this Industry to discuss. In every case your wishes are our wishes."

Since Motion Pictures has become a world-wide entertainment, as well as industrial enterprise, its discussion has assumed international proportions, as well as world-wide dimensions; and it would be difficult to find an organization in which women are the leaders, or majority element, which has not a committee, or a representative, who does not concern herself with the relationship of the film to adult and child life.

The move, therefor, of the Hays' Organization, which particularly represents the producers and distributors of films, to bring into a conference that public outside of its own organizations, is a sound basis upon which to achieve the result of a greater popularity for Motion Pictures.

By studying the phases of Motion Pictures which the majority of representatives finds unsympathetic to public response, producers and distributors can produce product with such material eliminated, substituting, through necessity, a more popular theme, or idea, or situation; and thus encouraging a field for originality, which is the sum total of the success of Entertainment.

Repetition may be meritorious, possessing quality, but the public will not publish this merit in the degree with which it repeats that something which appears to be "new under the sun."



Conferences of this kind are excellent from other angles; and since all angles lead to the box-office, as all roads led to Rome, we must assume and conclude that the Hays' idea of an Open House on opinions is box-office!

RAY PRESENTS

RAY LEWIS

FOX is still "on the job;" and the Enterprise which he built up functioning as usual. So far, no fourth trustee has been appointed; and the trusteeship as it stands is represented by H. L. Stuart, banker; John Otterson of the Electrical Research Products Inc., and William Fox.

The voting stock which Fox controlled is now voted by a trio of men, who represent the three big and controlling units of our Industry, production and theatres, equipment and finance.

Added to this triangle of power we have the legal directorship of the Hon. Charles Evans Hughes. It looks as if this Industry of ours is really "breaking into society."

MEANWHILE there is talk of William Randolph Hearst, Louis B. Mayer and J. Robert Rubin acquiring the Loew and M-G-M interests from Fox. Should there be a division of interests along this line it may be "an ill wind" which may blow the Industry much good, for with a division of Fox and M-G-M's interests, the suit of the U.S.A. as commenced against these companies because they control what is alleged to be 65% of the Moving Picture Industry, must fall by the wayside, for as separate units the control is divided; and the basis of suit is removed.

In Canada we are of course much interested in the new theatre chain which N. L. Nathanson is promoting; and which has Sir Herbert Holt as a substantial associate. Sir Herbert is one of the most powerful financial men we have in Canada, and his Interests reach out internationally.

In England the name of Sir Herbert Holt would be a sufficient password to get you a hearing from the House of Rothchild, and in the U. S. from the House of Morgan.

"N. L." certainly believes in "hitching his wagon to a star." He followed this procedure when he built up the Famous Players Canadian Corp. His associates in the Industry, such as Adolph Zukor, and in the business world, were men who were representatives of a type of business which graced the name of Trade and Commerce; and lent a weight and security to the Famous Enterprise.

The theatre which Mr. E. E. Bucher, Executive Vice-President of R.C.A. Photophone, suggested in his address at the Annual Motion Picture Conference, is at hand. Bucher said, "The theater itself is of the greatest importance. We have to consider reverberations, echoes. These noises can be overcome to a large extent by carpeting, draperies, etc.

It would cost between $150,000 and $200,000 to perfect the acoustics of a theatre. When the new theatre is built it will have all the things necessary for the proper projection and reception of sound.

IF YOU CAN imagine a picture the entire length of this banquet hall (Montclair Hotel, N.Y.) and twice as high, with the illusion of depth you can realize what is coming. First run houses will, within the next year and a half let us say, have pictures which will run 50 to 60 feet in length and 30 to 35 feet in height.

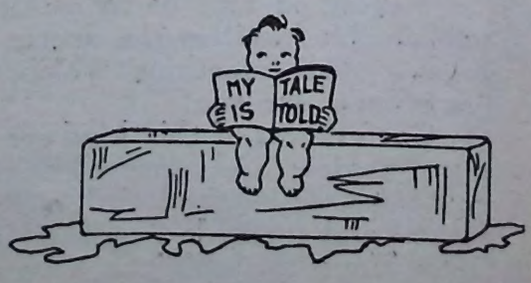
The children of the not very distant future will be taken to these super-theatres, theatres seating 4,000 or more people, and be taught geography on screens 50 feet long, such a project indeed is already under way."

What a business! What a present and what a future it represents. What a past it has had. The third dimensional angle, the technicolour addition are all here, all being perfected to a superlative degree; and from around the corner with one eye looking square at us, Television.

What is to become of all the investment in the present-day theatres? It looks like a gradual elimination over a period of some years. The value of land upon which theatres have been built has increased in value, owing to the fact that theatres always attract the public to a location; and the public build up community centres. Theatreowners will be able to capitalize on their original property investments; and get in on the bigger theatre proposition with their capital, providing they still choose to be showmen.

N. L. NATHANSON has the big theatre proposition in mind for Canada's new chain of theatres, and the press has credited him with a pair of locations in Toronto and Montreal which cannot be surpassed or equalled.

Famous Players is scheduled to build a 5,000 seat house where the new Eaton building in Toronto is being erected. It will no doubt proceed along the lines of the super theatres since the idea was first conceived for such a theatre by "N. L." and it is not likely that the idea will be abandoned, especially with the new chain looming on the horizon of our Industry here.



THE STANDARD OF COMPARISON

Venus . . . the Roman goddess representing beauty and growth in nature . . . has for ages been the standard of comparison.

NORTHERN Electric Sound System with its correctness of design, its high standard of workmanship and materials, its faithful service, is in the front rank of talking pictures. It is the system by which all others are judged.

Northern Electric Sound System is installed, maintained and serviced by a staff who are ready to co-operate with theatre owners at any time of the day or night. An adequate supply of spare parts is carried to meet all emergencies.

Today the theatres where Northern Electric Sound Systems are installed are enjoying large box office receipts. Write for full information.

Northern Electric
The VOICE of ACTION
SOUND SYSTEM

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Research Products Sales Department

637 Craig St. West, Montreal

Conference of Public Relations

Set Code of Ethics for Production Difficult Because of Geographical as Well as Moral Diversity of Opinions

By RAY LEWIS

THE CONFERENCE of Motion Picture Producers and Distributors with representatives from various organizations, held at the King Edward Hotel, on Wednesday, December 11th, was successfully presented and concluded.

The conference was arranged with the approval and co-operation of Mrs. J. A. Wilson, President of the National Council of Women; Mrs. A. V. Wood, Chairman of the Cinema and Literature Committee of the National Council of Women; and Mrs. Gilbert Agar, Secretary of the Social Service Council of Ontario. Members of various Women's organizations were present as well as prominent educationalists, and others representing National Societies, such as the Imperial Order Daughters of the Empire and the Red Cross Society.

COLONEL COOPER, President of the Motion Picture Producers and Exhibitors Association, officiated as Chairman, and covered in his address the purpose of this co-operative assembly. He very briefly summarized and reviewed the development of Motion Pictures, stressing the growth and progress made in Canada.

"It is frequently forgotten," he said, "that the Industry is as young as it is and that it is only a matter of thirty-five years since the first Motion Picture was shown. In 1903 the first motion picture which told a story was put on the screen. The speaker felt that the progress of the Motion Picture could be fittingly illustrated by the career of Mary Pickford in whom, as a Canadian, all were particularly interested. Her first picture, "The New York Hat," was shown in 1908 and from that quaint little story to Mary Pickford's latest production, "The Taming of the Shrew," is a very long way. The Industry is passing through tempestuous times," said the speaker, "owing to the change made from silent pictures to sound productions."

THERE are ten distributing companies in Canada, which are running their businesses as Canadian companies. Among the 550 employees of these exchanges, 525 are Canadians. Canada is divided for the purposes of distribution into six sections: Toronto, Montreal, Calgary, Winnipeg, Vancouver, and the Maritime Provinces which territory includes also Newfoundland.

THE FILM BOARDS OF TRADE are located at the key centres as enumerated, and Col. Cooper, in his address, outlined their functioning powers, stating that these Boards arbitrated contractual differences between distributors and exhibitors which might precipitate legal controversies, if not so arbitrated; and that they also officiated as centres of Public Relations.

THE SPEAKER also covered the Canadian Theatre situation, pointing out that of the thousand theatres in Canada, four hundred were situated in Ontario, and that ninety-eight percent of the men who managed these theatres were Canadians.

One hundred percent of the booking for these theatres was done in Canada, and to the speaker's knowledge, not one theatre was American-controlled.

On Canada rested the responsibility of theatre development; and if these theatres were not progressing, or the character of them not as Canadians were interested in seeing, the onus rested upon the theatre-owners, and upon social workers, upon the public patronage which could make these theatres interpret just what was desired here.

IN REGARD to the nationality of pictures, it is true that 98% of the pictures came from the United States, and the question of why we do not have more British pictures, is one easily answered.

This same problem is agitating many of the nations and is being studied in England, France, Australia, and Japan. "How can we line up our pictures with our patriotism?" is the leading question. "American pictures are really, in a way, international pictures," said Colonel Cooper, "because there is a mixing of world ideas at Hollywood. Last year, Australia produced seven good films and the Australian Government offers a prize for the best pictures each year. England was just catching up on Picture production when the change to Sound production came, and the companies were not strong enough financially to carry on for a time. The United States, having the capital, has given us four hundred 'Talkies' to one or two British 'Talkies.'"

THE QUESTION of the exclusion of British pictures was a misleading one. British pictures were at present absent from our Canadian theatres through a lack of being able to get them. The Talking Picture has accentuated the deficiency in quantity of British pictures.

The average theatre manager uses approximately 104 pictures per year, and has some six hundred pictures to choose from. Therefore the theatre manager can choose for himself pictures to suit an adult audience, or a mixed audience, or pictures which are suitable for the younger element. There is plenty of variety; and in the speaker's opinion, it is up to the theatre manager to choose pictures to suit his audiences; and that is really what the producers wish him to do.

IT WAS suggested that conferences might be held between the theatreowner and local organizations interested in the class of pictures presented. Theatre managers are sensitive to public opinion, and wish to give what is wanted by their patronage, even as a matter of good business, this is essential.

Dr.E. A. Hardy, Chairman of the Film Committee of the Social Service Council of Canada, and President of the Teachers' Association of Ontario, spoke on the subject of Children's Matinees. Dr. Hardy said that the importance of the relation between children and the Motion Picture is recognized by the Motion Picture Industry, and theatreowner, and the public. In his own work on this problem he found only the most cordial relations existing in the working out of this problem between these three bodies. Dr. Hardy pointed out that parents did still exist in spite of newspaper comment to the contrary, and he himself argued that they are better parents than ever, since they are being brought up by the present generation of children. He felt that there are six links in a chain, the producer of the Motion Picture, the distributor, the theatre manager, the parent, the child, and the picture. Dr. Hardy told of earlier conferences out of which had emerged the Saturday programme for children. In this movement parents and teachers had co-operated.

Constructive Move of Industry

"Lo How the Bathing Suit Has Shrunk to Freedom" An Example of World's Changing Ideas of Propriety!

THESE Saturday morning matinees had not been successful for many reasons. Parents objected, since they found children going to shows both morning and afternoon. Then there was the difficulty of getting suitable pictures, as not many features were available, some being too old and worn out. Not many suitable pictures for morning shows, were in Canada, and while there are numbers in England, and the United States there is the duty on their import into Canada; and no funds are available. Hundreds of special Saturday afternoon matinees had been held all over Canada with good success, but it is felt that it is necessary that further interest should be awakened with producers, distributors, theatreowners, parents and teachers to continue these matinees. Social workers and teachers could influence the theatre manager, and still further influence the producers. Public approval is the goal of the Industry, and this could be stimulated through constructive co-operation.

MRS. J. A. WILSON, of Ottawa, President of the National Council of Women, said that she believed that the idea of special children's programmes originated in Ottawa, and she understood that it was still going on there, with great success. A theatre manager's name was mentioned as having shown an unsuitably-named picture on Saturday. Mrs. E. Atherton Smith, of St. John, Provincial President of the National Council for New Brunswick, spoke in defence of this manager, stating that he always worked in the best interests of the public, and was an excellent citizen. In a general discussion the cost of pictures for children, the matter of customs and the regulations for showing educational films were spoken of. Major Patton, of the Ontario Government Motion Picture Bureau, gave some information on Safety films. Mrs. F. C. Brunke, of the Home and School Federation, asked whether a special film giving the story of Canada, such as had been put out by the Fox Film Corp. for the United States, could not be obtained.

THE GOVERNMENT pictures made under the direction of Captain Badgley of Ottawa were referred to. Dr. Hardy told of the difficulty of showing films in schools, owing to the Ontario Government regulations, operators being obliged to hold a government license. Colonel Cooper said that pictures could be made on safety film and Major Patton stated that pictures can be printed on either 16 or 28mm. film. He thought that the restrictions were due rather to the Union Rules than to Government regulations.

A VERY interesting and entertaining address was given by John Arthur, Director of Music for the Famous Players Canadian Corp. whose subject was, "What the Motion Picture Has Done For Music." Mr. Arthur brought out the fact that the Motion Picture Theatre has given musical positions to hundreds of Canadians, and he told of the many young Canadians who had grasped these opportunities for musical development and success. He spoke of the cultural angle of good music, and described how the better class selections had become familiar to the public through their synchronization with pictures.

MRS. E. ATHERTON SMITH, of St. John, N.B., stated that she hoped we would have more human music in the theatres, and in commenting on Mr. Arthur's address, Dr. Hardy thanked him for saying that our own Canadians had the culture and feeling necessary for musical accomplishment. Professor Robinson, of the University of Toronto, praised the cultural idealism as outlined by Mr. Arthur.

MR. B. E. NORRISH, President of the Associated Screen News Ltd., summarized the activities of his company; and of its one hundred employees with Canadian ideas and ideals. He described the making of News Reels, and told of the printing of films, saying that 90 percent of prints used in Canadian theatres are made by his company from Canadian raw stock.

MR. B. E. LEWIS, of the Northern Electric Company, related in detail the making of Sound pictures, and in a graphic way gave technical facts couched in simple language. He pointed out the benefits of bringing the pictures into rural communities, thus inducing the young people to remain on the farms.

Mrs. A. V. Woods asked if it were possible to get more Canadian events in the News Reels, and if the Canadian news is sent to the United States? Mr. Norrish assured Mrs. Woods that Canadian News Reels get world distribution.

Mrs. J. A. Wilson spoke of the great benefits of the Conference, where women were given an opportunity to ask questions, and with the valuable information obtained, they were now in a position to contradict some of the wild allegations made against pictures. She stated that in many places, the theatre-manager-censorship as it is called, was utilized, and this method of censorship has been found very successful. The speaker said we were in need of wholesome pictures, and those giving the correct ideas of life.

DR. ROBINSON said this idea of calling the consumers together was progressive, and promoted a common interest. "The Motion Picture is more than a business, more than an entertainment, it is a social factor," said the speaker.

In discussing how pictures could be listed, Captain Badgley suggested bulletins being sent out from some centre. Mrs. E. Atherton Smith thanked those responsible for the Conference. She asked for more pictures showing home-life and stories taken from good fiction, rather than back-stage life. She felt also that shorter feature pictures would allow for more educational reels, and thus give variety to the programme.

THE MEETING adjourned for luncheon at the King Edward Hotel. At luncheon the principal speaker was Arthur DeBra, Assistant Secretary of the Will Hays' Organization, who dealt with the many problems touched upon during the morning session. He urged women to write to Mrs. Thomas Winter, who is the representative chosen by ten women's organizations, with an office at Hollywood, and assured his listeners that Mrs. Winter would welcome co-operation most heartily.

Mrs. J. E. Wilson graciously expressed the thanks of the assembled representatives of women's societies, for the presence and interest of those in assembly.

THE ASSEMBLED delegates were taken to the Paramount offices, where a Canadian Government film was shown, and reviewed by Captain Badgley. One of the Ontario Government Reels was also shown by Major

(Continued on Page 10)

Conference of Public Relations

(Continued from Page 9)

Patton. This latter reel portrayed the assistance given to farmers through Government reels.

PROFESSOR G. A. CORNISH, of the University of Toronto, gave a demonstration of educational film slides. Several reels were shown illustrating Sound on film and Sound on disc, and an opportunity was given to examine the screen horn and projection machines in connection with these new devices.

IN REFERRING to Mr. DeBra's address, he, as a speaker, mentioned the fact that the public was developing "a conscious national attitude towards Motion Pictures." The speaker then referred to Prof. T. R. Robertson, who was present, at the conference, and who had witnessed the first picture shown in Canada, and could therefore speak more ably on Motion Picture progress.

Mr. DeBra, in covering the picture angle, emphasized that the Industry of Motion Pictures had developed essentially as a business because it represented a definite demand of the world public for entertainment.

The cultural, educational, scientific, and community values, which had grown attached to the Industry of Motion Pictures, had followed the picture through a natural and logical course of progress, but all these phases were subsidiary to the real value of Motion Pictures centralized in its amusement values.

THE DEATH of the old movie, and the birth of the new movie, in which the screen "found it's voice" was touched upon, Mr. DeBra stating that he remembered the first experiments, at Columbia University, when "Sound was photographed." This was prior to the war, and was a forerunner of Motion Pictures.

HARRY WARNER'S initiation into synchronized pictures was amusingly related; and the speaker told of how Harry Warner in telling his story in his own way, had said that he did not know the nature of the demonstration he, and his brother Jack, were called upon to witness, or he would not have been sufficiently interested to attend.

Mr. Warner said that what he saw was a victrola, and a picture being synchronized; and the idea of eliminating the noise of the machine was considered by such ways and means, as having a hole made in the wall, and the victrola placed on the other side, so that the music could synchronize with the picture, and the noise of such synchronization eliminated to a degree. From such early imaginings Vitaphone was created.

MR. DEBRA stated that talking pictures had increased the attendance of picture patronage by 10 million a week. The problem of "dont's" in relationship to pictures was stressed; and how producers had met and arranged their "Thou shalt nots." It was difficult to establish a code of production-ethics, since morals and improprieties were not only diverse through geographical boundaries, but standards of conduct had throughout history changed with the times.

THE WOMAN'S bathing suit was an example of this change of public opinion, "shrunk to its present size of freedom, it demonstrated how the improprieties of the past were considered good-form today.

The various officials and departments on Public Relations were ennumerated, and the coming "Grandeur Films," where "The World in Review" would be presented, was covered by the speaker, who quoted from Mr. Bucher, Vice-President of the RCA.

In finishing his address Mr. DeBra said, "The aim of producers is to make the picture international, and that is the objective towards which we are striving, so that no country, no nation, race, or creed may find anything to offend them, in what is presented upon the screens of their theatres."

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Observations — The Spotlight — By The Editor

"Let he who observes, observe that he too is being observed in his observations; and therefor let him make his remarks as he observes the subject of them, nor add a tittle, nor a jot to that which passeth between the observer and the observed. So by these rules may all men know the observer is observant."

JOHN BARRYMORE, in "General Crack," his first talking picture opened at the Warner Theatre, and registered with the public and press as a pronounced success!

Motion picture audiences have taken to Shakespeare as presented by Mary Pickford and Douglas Fairbanks in "The Taming of the Shrew." The Rivoli Theatre, where the picture is showing, registered for its first week-end business a gross of $42,101, breaking all previous records.

* * * *

"THE TAMING OF THE SHREW" is one of the most artistic as well as one of the most "buxom" of productions which we have had the pleasure of witnessing.

"Mary" is a revelation as "Katharine," and Fairbanks' "Petruchio" is Shakespeare in his most daredevil and hilarious mood.

The sets, as previously stated in an earlier issue of The Digest, are worthy to be immortalized among the examples of the screen's architectural masterpieces. While the costuming would do credit to the memory of Sir Henry Irving's faithful reproductions of the costuming of the Elizabethan era.

* * * *

THE SHOOTING of Joseph Mogler, President of the Motion Picture Theatre Owners of St. Louis as he was entering the Bremen Theatre, was a great shock to the Industry and many exhibitors in Toronto, who had met the late Mr. Mogler during many M.P.T.O.A. Conventions.

No robbery followed the killing of Mr. Mogler, although on previous occasions the theatre had been robbed.

The deceased was prominent in municipal and philanthropic enterprises; and often entered into spirited campaigns on behalf of unfortunates, or certain public welfare campaigns. No reason has been discovered for "the killing." A witness, Edward Phinney, theatre manager, testified that two men were implicated in the shooting, one of which "covered" him until their victim arrived. Our sympathy is extended to the widow.

* * * *

BERT WHEELER and Robert Woolsey, who made the Motion Picture world patronage laugh wherever RKO'S "Rio Rita" has been shown, were "given the air;" that is, these merrymakers broadcasted recently and registered just as big on the air as in that most musical of shows, "Rio Rita."

* * * *

Application has been made for listing the Famous Players Canadian Corp. Voting Trust Certificates on the Toronto and Montreal Exchanges. These Voting Trust Certificates were issued during the summer, but when rumours regarding the possible sale of the company to Gaumont British were afloat, it was found impossible to purchase the Voting Trust Certificates at the quoted figure of $51.00. During this period the common was selling around $56.00, but on making inquiries to brokers for Voting Trust Certificates, possible buyers were informed that no stock was available.

"PEACOCK ALLEY," Tiffany's super with Mae Murray, will open on Broadway to usher in the New Year.

Mae Murray, we are told, has created in "Peacock Alley" an effect of glamour, sensuousness, the poetry of motion, unexcelled in all her previous presentations.

* * * *

"THE SKY HAWK," Fox's latest big picture opened at the Gaiety Theatre, following Janet Gaynor and Charles Farrell in "Sunny Side Up."

Tom Daley, Manager of the Tivoli, Toronto, attended the opening, together with J. O'Loghlin, the Fox Canadian representative with headquarters at Toronto.

"The story," said Tom Daley, "is British, and centralizes around the Zeppelin raids over London. The heroine and her father are Canadians, and throughout the picture such expressions as "well-done, Canada, are frequent."

"The settings are typically English, and the picture received an ovation, which plainly shows that audiences are similar in the U. S. or throughout the British Empire in their reactions to Entertainment regardless of any nationality attached to it."

* * * *

PATHE'S "Oh Yeah," with Robert Armstrong and James Gleason, played Loew's Theatres, Toronto, this week, and registered a hit on a girl-show bill which was a "humdinger." "Oh Yeah" is a 100% entertainment. It has story material which is unusual; and most interesting. Tay Garnett, who directed, certainly was faithful to his task; and built up this "Saturday Evening Post" story without letting it down for one moment. "Oh Yeah" has been made to make you laugh. It does all the way through, without interfering with its "thrill and love scenes." Zasu Pitts contributes a good share to the comedy element of the picture.

* * * *

"BROADWAY," Universal's big flash picture opened at the Uptown this week. The direction by Paul Fejos is typical of this director, the originality and personality of the settings, together with the immensity of their conception give screen patrons a vista of perspective which is colossal in its breadth and depth.

"Broadway" is a combination of musical comedy and melodrama with a bootlegging, hijacking underground theme threading its sinister way through the veneer of Broadway Lights.

The cast is an excellent one with Glenn Tryon, leading the girls in their song and dance numbers; and Myrna Kennedy creating the love interest for Glenn.

Robert Ellis as the "hijacker and chaser" of virtuous and less virtuous ladies, is especially fitted for the part. Evelyn Brent who "gets Ellis," who in turn has "got her bootlegger lover" does fine work. The technicolour scenes were a "great dressing," for the picture. "Broadway" is a big flash for any house!

English Star Races To Hollywood

COLIN CLIVE, racing to Hollywood from London to appear in the screen version of "Journey's End," and due back at the Prince of Wales Theatre in six weeks to resume his part of "Stanhope" in the London stage production, reached New York on the Steamship Homeric and went out in a whirlwind of speed that fairly "bowled him over."

While being rushed, bag and baggage, from the White Star docks to the Twentieth Century Limited, Clive exclaimed:

"I say—but you Americans are speedy. What? It's tremendously invigorating. I like it, you know. I like all this bustle." And then he asked, as the big touring car hurrying him toward the Grand Central with an escort of motorcycle police crossed Broadway:

"WHAT street is this? Oh, see the women! Aren't they smart? Just like our British girls. American and British girls are becoming very much the same in style, vivaciousness and beauty. I can hardly tell them apart. So this is Broadway. Well, well—and what street is this?"

"Fifth Avenue," he was told.

"THIS isn't right," he exclaimed. "I should be permitted to see your New York. You're rushing me too fast. Your speed is astounding. Only a short time ago I stood on the steamship's deck admiring your sky line and your Statue of Liberty. Next you give me a lightning-like glance at Broadway, Fifth Avenue, your Public Library, and now—"

"Grand Central," yelled the driver of the car. Clive was hurried to the Twentieth Century, boarding that train two minutes before it started. When he reached his compartment he asked:

"Where do I sleep?" Told that a berth would be dropped down for him, he put both hands to his head, sat down in thought, and at last the humorousness of it all burst on him.

Distributions

ONE of the largest foreign distribution deals ever negotiated was closed by Joe Brandt, President of Columbia, and M. J. Schwartz, Foreign Sales Manager, during Mr. Brandt's trip abroad. Through the terms of a contract signed by Charles Woolf, Managing Director of the W. & F. Film Service, Ltd., operating in the British Isles, that company will handle the entire distribution of the Columbia product in this territory which includes the United Kingdom of Great Britain, Northern Ireland, the Irish Free State, the Channel Islands and the Isle of Man. The terms of the deal call for the twenty-six features, in both sound and silent form, and fifty-two short subjects to be released in conjunction with the Columbia "Prosperity Group." The two series of shorts are "Screen Snapshots" and "Columbia-Victor Gems."

The W. & F. Film Service, Ltd. is the most formidable distributing organization in the British Isles and is a subsidiary of Gaumont British, which operates the largest chain of theatres in Great Britain. The closing of the deal is in keeping with Columbia's foreign policy of securing the outstanding distributors in each territory to handle the company's product. Contracts recently made give Columbia intensive distribution in the West Indies, in Mexico and in a number of South American, European and Asiatic countries.

THE FIRE at the Pathe Studio in New York was a tragedy which cast a gloom over the entire Industry. The number who lost their lives, and those who were seriously injured, make this catastrophe a particularly sorrowful one.

John C. Flinn, Vice-President of the company, was found clinging to a window ledge and his escape from death is miraculous.

Among the dead and the injured were the show girls, musicians and workers who were assembled to "shoot" the big cabaret scene on which the company was working.

The Manhattan Studio is at 134th Street and Park Avenue. The fire spread so rapidly that it was some time before the firemen could enter the building

Motiograph Supremacy!!

The Motiograph has proven its sterling qualities and fitness for "Sound" use in the following among many more Theatres:

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Odeon, Toronto (De Forest)
Prince of Wales, Toronto (Western)
Kenilworth, Hamilton (Pacent)
Doric, Toronto (Cinephone)
Palace, London (De Forest)
Capitol, Brampton (Pacent)
Park, Toronto (Western)
Model, Toronto (De Forest)
Eastwood, Toronto (Western)
Christie, Toronto (Western)
Queen's, Hamilton (Pacent)
Empire, Hamilton (Pacent)

And now — Toronto's superb new CARLTON THEATRE, 1,100 seats, opened recently with **MODEL H MOTIOGRAPH DE LUXE!** Proof enough?

Ask ANY competent "Sound" Engineer for his opinion as to the best Projector to-day. There is only one universal answer — **MOTIOGRAPH.**

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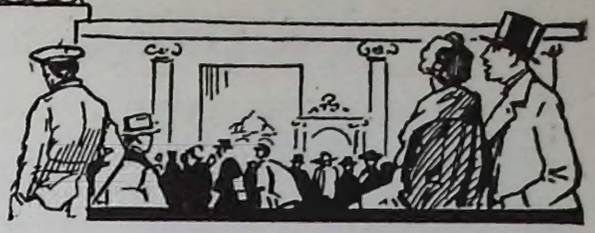
Show Business



The Famous Players' Canadian Corporation, Vancouver, will erect a new theatre in Vancouver, B. C. The site is on Broadway near Granville Street. Townley & Matheson are the architects selected, and the construction will be done under the direction of J. R. Muir, district manager for the Famous Players. The theatre will be three stories in height, 100 by 220 feet, and the foundation to be of concrete, and the upper portion reinforced concrete and tile construction, with all modern accessories. The cost is placed at $400,000.

While Henry A. Morton, well known as the owner of a number of theatres in Winnipeg, has an option to purchase the Garrick Theatre, he did not take it up and is operating the theatre on a five-year lease, according to members of the holding company, who are prominent residents of the city. The Standard Trust Company also has a mortgage on the property. The option is for around $150,000.

An interesting development has taken place at B. F. Keith's Theatre, Ottawa, one of the largest of Canadian theatres, where Manager J. M. Franklin has voluntarily removed the sound news from the wired program, substituting a silent Pathe News weekly, for which the house orchestra provides accompaniment. The silent news reel is considered to have greater variety and more "news" — with an absence of "screen interviews" which don't mean a thing frequently.

The first modernistic theatre in Canada is assured for Ottawa by the announcement that a site has been secured in the West End of the city for a theatre of this design. It will also have complete equipment for full-stage pictures. It will be erected by P. J. Nolan, proprietor of three other houses in Ottawa, one of which, the Avalon, is already presenting wide-screen pictures regularly with the magnoscope. Construction will start early in 1930.

The first synchronized picture of the Canadian Government was given a private showing before a group of Government officials in the screening room of the Department of Trade and Commerce, Ottawa, with the result that the recordings were rejected and ordered returned to the private company producing them.

One reason for the "washout" was that a woman's voice had been introduced into the synchronization whereas the picture had to do with activities in the North Country with none but males in evidence. Other objections were raised, although incidental music was acceptable.

Canadian Government talking pictures may be delayed as a result of production difficulties.

Christmas performances for children in theatres of the Province of Quebec have been made impossible as a result of the enforcement of the law prohibiting the admission of juveniles under 16 years of age from all theatres where moving pictures are shown. As a result, the many Christmas treats for orphans, underprivileged tots and crippled children have been called off and any distribution of service club or community gifts will have to take place in the institutions or homes.

In previous years, the Christmas season was always featured by parades of joyous kiddies to the theatres where they met Santa Claus, receiving necessities of life and enjoyed a special film program as guests of the management and under the auspices of some charity organization. Under the present law, however, no child can see the inside of a picture theatre under any conditions.

The Capitol Theatre, Calgary, had the distinction of staging the first Christmas entertainment in Canada when Manager John Hazza conducted a Sunshine Toy Shower performance with every juvenile patron bringing a toy. These will be distributed by the Boy Scouts among needy families. The use of the theatre was donated for the purpose, H. Cass of Regal Films, Limited, contributed the films and the theatre staff gave their services. The theatre was packed.

After serving for several years as an alderman in Ward One, H. E. Wilton, veteran exhibitor of Hamilton, Ontario, was defeated in his bid for a place in the Hamilton City Council at the elections a few days ago.

Space in the day's news has been taken in Canada with reference to the fact that A. J. Small, prominent Canadian theatre owner, vanished exactly 10 years ago, when he walked from his office in Toronto after concluding a deal for the sale of his theatres in Ontario for $2,000,000 cash. Even his chief theatre, the Grand Opera House, Toronto, has been torn down in the meantime. Not one trace of Small was ever found, despite a search that reached into every corner of the world.

Children cannot see "The Cock-Eyed World" in the theatres of the Province of Manitoba, the Fox production having been passed with this proviso. A big run has been enjoyed at the Metropolitan Theatre, Winnipeg, the barring of children having boosted adult patronage for the first local run.

J. H. Bruck, of Pembroke, general manager of Allen Theatres in numerous cities of Eastern Ontario, failed to defeat Mayor J. M. Taylor in the contest for the mayor's chair for 1930 in Pembroke, the present incumbent being returned with a bare majority of 289.

Their Excellencies, the Governor-General of Canada and Viscountess Willingdon, took time, before their departure for the West Indies for an extended visit, to witness a performance of "The Mysterious Island" at the Centre Theatre, Ottawa, where they were received by Manager Don Stapleton.

A. W. Shackelford has been appointed manager of the new Capitol Theatre in Lethbridge, Alberta, owned by Famous Players. He started out as an usher in a local theatre.

Round About the Studios

"Anna Christie" is Greta Garbo's next for Metro-Goldwyn-Mayer.

Dorothy Jordan, the young Southern girl who has just completed her first picture role opposite Ramon Novarro in "Devil May Care," has been selected for the chief feminine role in Novarro's new starring film, "The House of Troy."

This photoplay, which has a Spanish setting, will be directed by Robert Z. Leonard. The story is by Alexandro Perez Lugin, Castilian novelist, and was adapted to the talking screen by Bess Meredyth and Salisbury Field.

George Arliss' second Vitaphone talking picture, "The Green Goddess," was screened for European exhibitors last week at a trade show held by Warner Bros. at the Piccadilly Theatre in London.

Production of "A Royal Fourflush," seventh chapter of Universal's talking "Sporting Youth" series, directed by Ben Holmes, has been completed at Universal City. Ann Christy is featured in the series, supported by Alice Doll, Sumner Getchell, Bob Foster, Tom Carr, Edward Morgan, Joan McAvoy and Kay McCoy. Production of the eighth chapter, "Arabian Daze," will start shortly.

Martha Bell, playing the modiste in the Mouliere fur salon sequence in "Love, Honor and Oh, Baby," George LeMaire's new picture currently contributes mirth to another Pathe comedy, "A Night in a Dormitory," produced by Harry Delmar.

"The Fighting Parson" is the title of Harry Langdon's latest talking comedy, just completed at the Hal Roach Studio in Culver City. This is Langdon's fifth comedy to be made under the M-G-M banner. Harry plays the part of a minstrel man who is mistaken for a fighting parson when he arrives at a tough border town in the West.

Beside Thelma Todd and Nancy Dover, the comedian is also supported by Frank Nelson and Leo Willis. Fred Guiol directed.

Franklyn Ardell, Broadway comedian, in "Love, Honor and Oh Baby," Pathe talking comedy produced by George LeMaire, has written his own vaudeville vehicles for years. One of his biggest hits was "King Solomon, Jr." Currently he is in RKO vaudeville in Greater New York in his sketch, "The Man from Miami."

John Boles has become a Victor record artist. His first recordings are the songs by Charles Wakefield Cadman, written especially for his use in the Universal production, "La Marseillaise." They are "Silhouette" and "Love Time."

Richard "Skeet" Gallagher first role since his recent signing of a long-term contract with Paramount will be in Nancy Carroll's new starring vehicle, "Come Out of the Kitchen," a musical version of Ruth Chatterton's stage play. He last worked at the West Coast Studio in "Pointed Heels," as a member of a vaudeville team with Helen Kane.

Sally O'Neill, appearing in Tiffany Productions.

Metro-Goldwyn-Mayer has announced that it will make a German version of "Anna Christie," which is Greta Garbo's first talking vehicle. Clarence Brown, who is now directing Miss Garbo in the English dialogue adaptation of Eugene O'Neill's famous play will also handle the foreign script, with the assistance of a German linguistic expert. Miss Garbo is said to speak German as fluently as her native language, Swedish, and other players who are proficient in German will be selected for the supporting cast.

The subject, "Tall Timber," has been replaced on the Universal program by Bennett Cohen's story, "The Fighting Legion." This is a Ken Maynard production which will be directed by Harry J. Brown and includes in its cast Dorothy Dwan, Frank Rice and Bob Walker.

Al Jolson, who abandoned his blackface make-up in his last Warner Bros. picture, "The Singing Fool," will don it again in his next Vitaphone production, "Mammy."

"Sunkissed," starring Vilma Banky, will be made in English and German versions at the M-G-M studio, and a number of other 1930 productions will be prepared in bi-lingual versions, according to plans announced by studio executives two weeks ago.

Stuart Erwin, who scored one of the hits in "Sweetie" as the vacuous young student, has been signed for a role in "Young Eagles," in support of Charles "Buddy" Rogers, who will have Jean Arthur opposite him again in his new aviation picture for Paramount.

Erwin made his first impression on the screen specializing in reporters, having played journalist in "Speakeasy" and "The Exalted Flapper."

John Erskine's new book, "Sincerity," has just been purchased for picture purposes by Universal Pictures Corporation. "Sincerity" is Professor Erskine's first dramatic novel, unrelated to historical characters. "Sincerity" is one of the big sellers in the Bobbs-Merrill list.

Unique among "war" pictures in that not even one battle scene will be shown on the screen, "The Case of Sergeant Grischa," Radio Pictures' special all-talking drama, began production under Herbert Brenon's direction.

James Flood, who directed Tiffany's all-talking production "Mister Antonio," with Leo Carrillo and Virginia Valli, has returned from a tour of Europe with William Beaudine.

Gary Cooper's next starring vehicle for Paramount, following the completion of "Seven Days Leave," formerly titled "Medals," will be an original story by Keene Thompson laid in the South during the Civil War, according to an announcement by Jesse L. Lasky, first vice-president in charge of production. In this picture, as yet untitled, Cooper will have the role of a captain in the Union Army, acting as a spy. Mary Brian co-stars.

Sally Starr, Metro-Goldwyn-Mayer player, appearing in "Dulcy," starring Marion Davies.

Give Yourself a Christmas Box

Season 1929-30 is now far enough advanced for you to have a line on which of the producing companies are turning out real Box office attractions.

PATHE would be glad if you would make such a check-up right now.

PATHE is certain that such a check-up would show that it is at least well up among the leaders in producing Feature Pictures that mean real business-getters for exhibitors who show them.

PATHE wants you to compare the stars, directors, stories and productions, in full confidence that there are no better.

PATHE Features are all in dialogue, singing, music and sound, and here again you are asked to compare the sound with that of all competitors, and we are sure you will say nobody excels **PATHE.**

Book Pathe Pictures for a Merry Christmas and a Prosperous New Year

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Single Reel Subjects

That Fit in Well on Every Program

Pathe News

All the news all the time and a large part of it is Canadian. Your patrons want a news reel. Give them the best---Pathe News.

Pathe Review

Always something new and different. A large part in colors. Pathe Review is the screen's only magazine. It's a hit everywhere.

Grantland Rice's Sportlights

All forms of indoor and outdoor sport treated in an original and highly interesting manner by the world's greatest sports authority. Here's a reel that is enjoyed by men and women. Fits in on any type of program.

Topics of the Day

Wit, wisdom and "wise cracks" gleaned from the press of the world. More good laughs than in most two-reel comedies.

Aesop's Fables

A subject that has become internationally famous and is always pleasing to every type of audience. It is clever, unique, humorous.

All From Pathe--All Good

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